

REASONABLE REASONS

Why You Should Trade With **THE NEW IDEA COMPANY** And Get the Best and Most Goods For Your Money.

BECAUSE, At this time of the year we are cleaning up all Spring and Summer Goods, making room for our immense Fall Stock that is coming in daily. We don't believe in carrying over stock from season to season. All Summer Goods must be sold out Regardless of Price.

BECAUSE, We have the largest and best assorted Stock of Merchandise to be found in Clarendon county. We have all the year round our experienced buyer in the hearth of the Northern market who is supplying us with the latest and best pick-ups in Merchandise, at such low prices that enables us to sell our goods at such low prices that many merchants would be too glad to get them at wholesale. A trial call at our store, to get our prices before buying elsewhere, will convince any one of the truth of our statement. Give us a chance to prove it.

BECAUSE, On May the 7th, 1915, we went through the mill of the storm and remember well how it feels to a sufferer by storm. Our deepest sympathy with the farmer that suffered from the recent storm comes from one that knows and is from the depth of our heart. We remember well what it meant to us any little assistance extended to us by the public at the time of need, and we are surely in position to feel how much it means to the suffering farmer when they can buy their necessities at such great savings that we are willing and ready to give to the farmer. We will cut prices to any extent possible on our entire stock for the benefit of the tobacco farmers particular, and all in general.

JUST A FEW PRICES TAKEN AT RANDOM.

Men's Work Pants, values up to \$1.50, Reduced to...	59c	One hundred Ladie's House Dresses, values up to \$1,	43c	E Z Walkers, black and white only, the best make...	39c	Ladie's Patent Beather Mary Janes.....	98c
Men's Palm Beach and Keep Kool Suits at Great Reductions.		Ladie's Middies.....	43c	27-inch Sheeting, best value	5c	A large variety of Children's Pat. Mary Janes at...	79c
Men's Negligee Shirts, best 50c grade, Reduced to...	39c	A large assortment of Ladie's Shirtwaists to go at	43c	Yard-wide Sheeting, best grade	6 3-4c	Our enormous Stock of Fall Shoes are coming in daily and compels us to sell out our Low-quarters at a sacrifice in order to make room. This line is too large to describe in detail, but a look at our line will convince you of the truth of our statement.	
Men's Sport Shirts, Palm Beach and fancy	39c	Children's and Misses' Dresses, all sizes and prices,	39c	Best quality Sea Island, yard-wide Sheeting	7 1-2c		
		Baby Dresses, sizes 2 to 6 only, white and fancy....	22c	Summer Underwear of all kinds and grades at COST			
				Ladie's White Mary Jane Pumps.....	79c		

There has been so many changes of location by several stores recently that so as not to be misled as to the exact location of our stores, we take this means to impress upon your mind that **THE NEW IDEA CO.** Stores are located with entrances second doors to the corner building of Krasnoff's Old Stand, on either side of the corner building. Be sure to look up at Our Signs, reading plainly.

Look For **THE NEW IDEA CO.** Morris Ness, Manager.

McLAURIN IS FOR MANHOOD.

Straight Talk on South Carolina Political Conditions.

PEOPLE NEED MORE EDUCATION.

Warehouse Commissioner Says He is Supporting Blease Because Blease Stands for the Rights of the Producer, and has the Courage to Veto Excessive Appropriation Bills--He Says Manning Was Against the People 1890 and that He is Against the People Now.

Yorkville, S. C., July 10, 1916.

Mr. John L. McLaurin,
Columbia, S. C.

My dear John L.

I have your letter of Saturday

and feel like quarreling with

you for not coming up as you

promised. No wonder you are

not feeling well. The hot stif-

fering atmosphere of Columbia,

especially in that old warehouse

ought to make anybody feel

ill. You should come up here

and spend a few days in our

pure air, where you could

have good water to drink, plen-

ty of tomatoes and other fine

vegetables to eat, and where

you can have the association of

honest farmers who be-

lieve in you and in what you are

doing to do for them.

When I had a selfish reason for

coming to you, I wanted

to talk to you about the cam-

aign. The reports in the pa-

pers are very unsatisfactory as

unless you are willing for me to

give it out to the public.

With best regards, I am very

sincerely,

Your friend,

W. D. Grist.

Hygea Hospital.

Richmond, Va., July 14, 1916.

My Dear David:

Yours 9th to hand and was

glad to hear from you. It is not

surprising that so little is heard

of the State Warehouse system.

It does not suit the "Powers that

Be" to discuss industrial ques-

tions in a campaign. They are

more secure when the divisions

are on factional lines, than when

voters use the ballot to further

their own interest. As I see it,

the contest is between Manning

and Blease. The others are not

in it. Cooper sees this and has

swung into line praising Man-

ning, so as to take another shot

at the gubernatorial plum two

years from now.

I care nothing about factional

everywhere, because they are

the producers and laborers.

On one side stands the social

aristocracy and the money pow-

er, on the other the masses of

the people, the toilers. Go to

New York, New Jersey and

Pennsylvania, and you find sim-

ilar lines of division called Dem-

ocrat and Republican. These

leaders believe in no power save

the dollar and respect no appeal

save that of self-interest. Faction-

alism in South Carolina is the

result of the efforts of the pro-

ducers to maintain their indus-

trial freedom against this power

of wealth and position. Design-

ing Reform leaders have taken

advantage of the people and

played upon their hopes and

fears to attain high position and

then the base instincts of the

social climber make them forget

the people who elected them. They

teach the people politics to

secure the election of men to

high office and stop right there.

Some say, we have too much

politics. I say no, it is bad po-

itics. In South Carolina, I can

truthfully say, including myself

until the last ten years, that I

have not known a man in office

to whom political distinction was

not the end, the sum total, in-

stead of the means to the end.

It is not the fact of being gov-

ernor or senator, the honor lies in

what we do with it, what you

can accomplish, not for yourself,

but others--this constitutes the

glory of public service. It is a

noble ambition.

In the present campaign, I be-

lieve that it is to the interest

of the farmers and producers to

support Blease. I had intended

to vote for Governor Manning,

because I think up to the time

that Cooper's candidacy became

a fixed fact, Manning tried to

lift himself above his environ-

ment, and be a man of the peo-

ple. When he favored the ware-

house system and signed the

Laney Odom act, the monied

forces used Cooper as a club and

beat Manning back into line,

where his heart has been all the

time. I was a fool to think for

one minute that a man born and

tied up with banks, insurance

companies, etc., like Manning,

could be for us at heart. He de-

ceived himself. He was against

the people in 1890, and he is the

same way now. His friends

know it, and the majority of the

people feel that they have a

kid-gloved icicle in the gov-

ernor's office. Their tone is one

of apology, and the chief plea is

he "ought to have a second term

because it is a precedent." I

think the re-election of Gov-

ernor Manning will inevitably

strangle the State warehouse

system, or certainly obstruct its

development. He is certainly

not my friend or the friend of

the system. He has joined in

the hue and cry, "Keep the sys-

tem out of politics," which being

translated means keep the peo-

ple from understanding its pos-

sibilities. Governor Manning

cannot get away from the in-

fluences that have surrounded

his life, and his election means a

complete surrender to the insur-

ance trust and other malign cor-

porate influences. I am sorry

to believe this true, and not

afraid to say so. How could he

have any viewpoint except that

of money. Who are his inti-

mates and advisers. When elected

he was at the head of a big

bank, is now (so I understand)

director of an insurance company

and president of a standard ware-

house. This warehouse under-

writes local receipts at five cents

a bale per month, while the local

warehouse furnishes bond to in-

demnify this warehouse company

and pay the high insurance

rates outside the system. This

warehouse charged during the

distressful times in 1914, 40 cents

a bale the first month and 35

cents thereafter. I do not

charge that the presidency of

such a company in competition

with the State would directly in-

fluence Governor Manning to

fight the State system, but ev-

ery man is unconsciously sway-

ed by environment. In a public

speech, he urged that the farm-

ers in the country should not

manage their own warehouses,

a view which would certainly de-

feat one of the primary methods

for the State system to serve the

need of the small farmer and at

the same time save the State ab-

solutely harmless. This is con-

clusively shown by the letter

which I have on file from the

governor of the Federal reserve

bank, stating that this bank

would recognize as eligible col-

lateral the very receipt of the

small farmer which Governor

Manning was publicly condemn-

ing, and by his condemnation

tending to create distrust in the

financial mind.

The cotton crop is the basis of

our prosperity, and it is the

duty of the State government to

place itself unequivocally behind

it, and I do not see how we can

ever expect this from a Manning

administration.

I do not think we will have an

ideal government under Blease,

but I do regard him a real man

of the people, a sincere friend

of the State warehouse system,

who can be absolutely depended

upon, not as a negative, but as a

positive factor to aid in its de-

velopment.

I did not vote for Blease in 19-

12, but did in 1914, and will do

so this year. I think he will be

a better governor than before.

As I am sure he sees the folly of

allowing himself to be goaded

by his enemies into imprudences

All in all, I am sure that the

farmer and laborer have more to

hope for from the election of

Blease than Manning.

What credit has ever been

given to Blease for the use of

the veto power to prevent the

increase in taxation? In 1905,

the assessment was \$220,000,000.

The revenue at a rate of 4 1-4

mills was \$1,155,000. In 1915,

ten years later the assessment

was \$3,907,101. Taxes amount

ing to \$2,176,350 were levied.

The appropriation bill for 1915

carried \$2,464,759.82. The levy

was seven mills. In an effort to

mislead the people the levy was

fixed at 5 1-2 mills and then

special levies bringing it up to

7 mills. So that in ten years

there has been an increase of 50

per cent in taxable values, and

an increase of 100 per cent in ex-

penditures. Now, all experts in

taxation agree that when taxes

increase faster than wealth and

population, an unbearable bur-